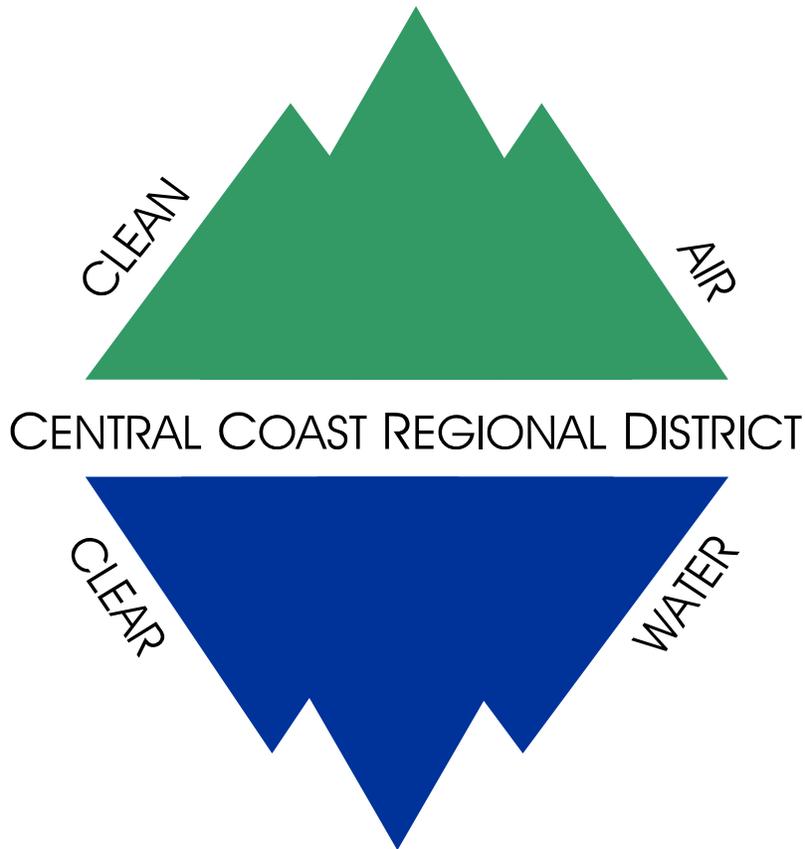


CENTRAL COAST REGIONAL DISTRICT



ECONOMIC DEVELOPMENT OPERATING PLAN

- 2008 SEMI-ANNUAL REPORT -
January 1 to June 30

August 2008

CENTRAL COAST REGIONAL DISTRICT

ECONOMIC DEVELOPMENT OPERATING PLAN

2008 Semi-Annual Report

The Central Coast Regional District is pleased to present its Economic Development Report for the period from January 1 to June 30, 2008. The report will provide details of the progress we've made implementing our Bella Coola Valley Economic Development Operating Plan. The five Strategic Components (found in the body of the report) were derived from an exhaustive community consultation process and directly correlate with the five, long-term goals of our economic development program;

- 1. Economic development capacity,*
- 2. Employment and diversification,*
- 3. Investment and visitation,*
- 4. Investment in public assets, and*
- 5. Community influence over resources.*

CCRD Directors and staff are actively involved in numerous economic sectors, including forestry, fishing, transportation, tourism, community infrastructure and agriculture. We trust Central Coast residents will find this report informative. Hard copies are available for pick up at our office. The CCRD invites your written comments. Please forward to P.O. Box 186, Bella Coola, B.C. V0T 1C0 or ccrd.ecdev@belco.bc.ca.

VISION STATEMENT

Our vision for the Bella Coola Valley is a caring, self-reliant, sustainable community supported by a diversified, locally-influenced economy that operates within the healing capacity of a clean, healthy natural environment.

MISSION STATEMENT

The CCRD's economic development function is to serve residents, businesses and local institutions so as to contribute to the community's economy, health and stability.

Its primary role is to plan, pursue and implement community economic development. This is done by creating a positive business climate, promoting the Valley and its businesses, assisting outside investors, liaising with government and ensuring social, community and sustainability goals are part of the development agenda.

Priorities for action are the identification of sectors, businesses and projects that have the best potential for contributing to community goals and values. Marketing programs, infrastructure investments, business climate initiatives, human resource development and lobbying efforts will be built around these preferred targets. Resource tenures that can serve either as a source of rents for local use, or to stimulate business development through partnerships will be a fundamental tool for development. The organization will strive to develop its own internal leadership so it can continue to serve the community effectively in accordance with the principles of community economic development and sustainability.

STRATEGIC COMPONENT 1 – ORGANIZATIONAL DEVELOPMENT

(1.1) STRATEGY 1 – Secure a minimum of \$100,000 annually to implement the strategy

ACCOMPLISHMENTS & ACTIVITIES

- Received funding from Northern Development Initiative Trust's (NDI) *Small Community Economic Development Capacity Building Program* and engaged a contractor to assist authoring funding proposals
- Received funding from NDI's *Economic Development Funding for Regional Districts Program* to supplement implementation of our Economic Development Operating Plan
- 2008 to 2010 NDI funding agreement to implement our Economic Development Operating Plan temporarily suspended due to failure to secure additional third-party funds

(1.2) STRATEGY 2 - Communicate with stakeholders inside and outside the Valley

ACCOMPLISHMENTS & ACTIVITIES

- Conducted an extensive internal and external communications program with economic sector societies, academic institutions, funding agencies, federal government departments and provincial government ministries
- 2007 Economic Development Report widely disseminated (also available online at www.centralcoastbc.com [then go to Library])
- Authored numerous articles for government and private sector publications



Cheryl Waugh, Bella Coola Valley Tourism

(1.3) STRATEGY 3 – Community Leadership Programs

ACCOMPLISHMENTS & ACTIVITIES

- Successfully delivered a workshop on *Strategic Planning / Appreciative Enquiry*
- Submitted funding proposals (pending) to BC Hydro and Community Futures Development Corporation Cariboo Chilcotin to support hosting a *Community Volunteer Engagement Workshop*

(1.4) STRATEGY 4 – Establish benchmarks for measuring progress

ACCOMPLISHMENTS & ACTIVITIES

- 2007 benchmarked economic development performance report submitted to funding agencies

STRATEGIC COMPONENT 2 – BUSINESS DEVELOPMENT

(2.1) STRATEGY 1 – Rock and Gravel Quarry – development liaise

ACCOMPLISHMENTS & ACTIVITIES

- No update from the project proponent

(2.2) STRATEGY 2 – Fish – opportunity identification & pursuance

ACCOMPLISHMENTS & ACTIVITIES

- The Pacific Salmon Commission funded *Atnarko Spawning Channel Flow Restoration Project* was successfully completed within the prescribed timeframe for in-stream work
- The well for *Snootli Creek Hatchery Upgrade Project* was drilled and will be brought online for the 2008 brood egg take and fish culture programs
- The *Atnarko Chinook Augmentation Project* was funded at the 300,000 yearling Chinook level
- Fisheries and Oceans Canada and Nuxalk Nation continued to work together in their attempt to restore the Atnarko River / Lonesome Lake sockeye

(2.3) STRATEGY 3 – work with Bella Coola Valley Tourism (BCVT) to prepare a Tourism Marketing Strategy, Development Plan and Community Branding Exercise

ACCOMPLISHMENTS & ACTIVITIES

- This strategy was successfully concluded with the delivery of the Community Brand, Tourism Marketing Strategy and Tourism Development Plan (documents available online at www.centralcoastbc.com [then go to Library])

(2.4) STRATEGY 4 – implement the Tourism Marketing Strategy & Development Plan

ACCOMPLISHMENTS & ACTIVITIES

Bella Coola Valley Tourism's Marketing Strategy

- Bella Coola Valley Tourism (BCVT) successfully secured funds from Tourism BC's Community Foundations Implementation Program to support continued marketing activities
- BCVT representatives attended the B.C. Tourism Industry Conference, Fraser Valley Boat & Sportsmen's Show (Abbotsford), Calgary Outdoor Adventure Show, Prince George Home Builders Home Show and West Chilcotin Tourism Association's Annual General Meeting
- Advertisements placed in the *Go Camping BC Guide*, *Cariboo Chilcotin Coast Tourism Association Travel Guide* and *Calgary Herald* (for the Calgary Outdoor Adventure Show)
- Map pads completed
- Hosted a successful *Accommodation Familiarization Tour*
- Hosted an *Advertisements & Brochures That Sell Workshop*
- Secured funding from Services Canada for summer student employment at the Visitor Information Booth
- BC Ferries approved a Tourism Information Booth on the Queen of Chilliwack (one round trip per week)
- Developed the *Bella Coola Valley Hiking Trail Guide*
- Hosted a tour for the company that produces *Beautiful Canada*, a Korean language tour guidebook

Chart 1

Goal – Investment & Visitation Economic Indicator – Visitation

	MEASURE	2005	2006	%	2007	%
1	BC Ferry traffic – passengers	7,965	9,757	22	9,815	1
2	BC Ferry traffic – auto equivalents	3,090	3,948	28	3,767	(4)
3	Airport passenger traffic	3,315	3,706	18	3,622	(2)
4	Valley hotel occupancy rate – fixed roof	27 %	36 %	33	42%	17
5	Visitor Information Booth – parties	1,298	1,719	32	1,742	1
6	Visitor Information Booth – visitors	2,759	3,714	35	3,642	(2)
7	Highway 20 vehicular traffic (000's)	76	72	(4)	64	(11)
8	Tourism room revenue (\$'000) ⁽¹⁾	\$ 1,968	\$ 2,018	2.5	\$ 2,167	7.4

(1) Includes 17 hospitality establishments in the Central Coast Regional District

Tourism Development Plan

Town Site Beautification Project

- Submitted a successful proposal to Services Canada's Job Creation Partnership Program, but the project failed to materialize due to lack of third-party monies for the procurement of materials, equipment rentals and supplies

Bella Coola Valley Entrances Project

- Partial project funding secured from the Union of BC Municipalities' Community Tourism Program – Phase 2 and Bella Coola Valley Tourism
- Submitted funding proposals to BC Ferries and the BC Ministry of Economic Development

Transportation

- Bella Coola General Hospital continued to seek operating funds for weekly bus service between Bella Coola and Williams Lake



Bella Coola Valley Rodeo
Michael Wigle

(2.5) STRATEGY 5 – Tweedsmuir Park – investigate economic development opportunities

ACCOMPLISHMENTS & ACTIVITIES

- The BC Ministry of the Environment (MoE), responsible for BC Parks, informed us, “Due to considerable pressures from established ministry business priorities, including implementation of coastal land use policy, the Tweedsmuir Park Management Plan will not be considered for potential revision this fiscal year.”

(2.9) STRATEGY 9 - Agriculture – assist Bella Coola Valley Sustainable Agricultural Society undertake a Foodshed Analyses and prepare a Foodshed Development Plan & Market Analyses

ACCOMPLISHMENTS & ACTIVITIES

Foodshed Analyses Project

- Land capability for agriculture and crop suitability interpretation maps completed
- Final project report delivered to funding agencies (Investment Agriculture Foundation of BC and the Real Estate Foundation of BC)

Foodshed Development Plan & Market Analyses

- Project defined and scoped, and project funding agencies tentatively identified

Food Action Plan – Implementation

- 2008 *Community Harves*” (fruit and vegetable gleaning) project initiated
- Continued implementation of Youth Kitchen (Community Kitchen) project
- Initiated discussions to promote and support school food growing projects
- Partnered with the BC Agriculture in the Classroom Foundation to implement their *Spuds in Tubs* program
- Multi-year project funding contracts executed with Vancouver Coastal Health
- Composting project successfully delivered to three schools
- Project remained on time and within budget
- Collaboration and integration continued with Foodshed Project:
 - Organized and hosted community meeting with representative from the Meat Industry Enhancement Strategy to explore options for local meat producers and consumers
 - Fruit Tree Pruning Workshops delivered
 - Published the quarterly BCVSAS newsletter
 - Hosted booth at the Bella Coola Farmers’ Market to distribute resource information on local food systems

Putl’iixw Garden Project (a BCVSAS, Nuxalk Nation and Acwsalcta School partnership)

- Site cleanup program concluded
- Existing raised beds cleared and planted
- New raised beds constructed
- In ground portion of site expanded and planted with vegetables, trees and traditional food bushes
- Project fundraising continued
- Began construction of rain shelter
- Continued to build community capacity and support

(2.11) STRATEGY 11 – Alternate Energy – ongoing dialogue and information dissemination

ACCOMPLISHMENTS & ACTIVITIES

B.C. Hydro’s “Hydrogen Assisted Renewable Power” (HARP) Project

- B.C. Hydro (BCH) awarded the contract for the supply of the fuel cell and is in final negotiations for procurement of the electrolyser and vanadium redox battery
- Hydrogen station construction and truck conversion completed
- BCH and Powertech scheduled to test hydrogen truck in July
- Initiated contracting for Ah Sin Heek Station’s Phase 1 civil, electrical and water work

Nascall River Hydroelectric Project

A proposed 68+ megawatt clean hydro project located on two stretches of the Nascall River near Nascall Bay, approximately 50 km west of Bella Coola

- CCRD board staff participated in the Environmental Working Group and provided comment on the project's Terms of Reference
- No update from the project proponent is available

STRATEGIC COMPONENT 3 – MARKETING & ATTRACTION

(3.1) STRATEGY 3 – Bella Coola Valley brand

ACCOMPLISHMENTS & ACTIVITIES

- This strategy was successfully concluded with the introduction of the Bella Coola Valley community logo and word mark

(3.2) STRATEGY 3 – Develop a Central Coast Regional District web portal

ACCOMPLISHMENTS & ACTIVITIES

- Secured partial project funding from the Federal Department of Foreign Affairs and International Trade
- Secured funds from the Integrated Cadastral Information Society to assist with the Geographic Information System (GIS) components
- Hosted a meeting of local GIS stakeholder organizations in order to identify requirements and plot development strategy
- Project development team members selected through a competitive Expression of Interest process



STRATEGIC COMPONENT 4 – INFRASTRUCTURE DEVELOPMENT

(4.1) STRATEGY 1 – Waterfront/Estuary Plan – assemble stakeholders/interests, assist building alliance and identify potential project champions

ACCOMPLISHMENTS & ACTIVITIES

- Pursuance of this strategy postponed due to lack of financial and human resources

(4.2) STRATEGY 2 – Broadband – optimize commercial usage

ACCOMPLISHMENTS & ACTIVITIES

- No activity due to human and financial constraints

(4.3) STRATEGY 3 – B.C. Ferry Service - support continuation and expansion of services

ACCOMPLISHMENTS & ACTIVITIES

- The CCRD and its Northern Ferry Advisory Committee (FAC) remained highly concerned with the lack of progress by BC Ferries and the BC Ministry of Transportation to secure a replacement vessel for the MV Queen of Chilliwack in time to meet Transport Canada's 2012 deadline
- The FAC replacement vessel lobbying campaign was stepped up
- BC Ferries is in the process of reviewing and renewing FACs due to the expiration of their appointment term
- BC Ferries opted not to extend Discovery Coast Passage, Route 40's seasonal sailings due to the apparent lack of ridership/revenue

(4.4) STRATEGY 4 – BC Ministry of Tourism, Culture and the Arts (TCA) and Ministry of Forests and Range (MoFR) - Trails, Recreation Sites and Forest Service Roads

ACCOMPLISHMENTS & ACTIVITIES

Trails & Recreation Sites

- Bella Coola Valley Trail Hiking Brochure project completed with funding assistance from the Coast Sustainability Trust, Union of BC Municipalities (UBCM) and TCA
- Submitted an Expression of Interest to the Community Development Trust to initiate a *Hiking Trail Maintenance & Enhancement Program*
- Submitted an unsuccessful Expression of Interest to UBCM's Build Environment & Active Transportation Community Planning Program for funds to assist with developing a *Bella Coola Valley Hiking Trail Maintenance & Enhancement Plan*
- TCA commissioned a consultant to undertake a review of Bella Coola River access roads

Forest Service Roads (FSR)

- MoFR's annual work plan (April 1, 2008 to March 31, 2009) targeted at maintaining access to high value recreational sites and replacement and/or repair of important infrastructure, including:
 - Finalize rebuilding of Noosgulch Forest Service Road (FSR) bridge at 1.0 Km - engineering inspection and re-opening to public access
 - New deck and cross ties on Nusatsum FSR bridge at 15.7 km
 - Talchako Bridge re-deck at 1.0 km of Talchako FSR
 - Place rip-rap armour on Noomst FSR, bridge crossing of Noomst Creek
 - Surface maintenance on roads accessing high value recreational sites
 - Replace two bridges on Saloompt FSR
 - Deactivation of Upper Talchako FSR (up stream of Gyllenspetz Creek) and some roads at Camp II Bay area

STRATEGIC COMPONENT 5 – RESOURCE POLICY & MANAGEMENT

(5.2) STRATEGY 2 – Support efforts to obtain a Ministry of Forests and Range (MoFR) Probationary Community Forest Agreement (PCFA)

ACCOMPLISHMENTS & ACTIVITIES

- Strategy successfully concluded with Bella Coola Resource Society (BCRS) securing MoFR Probationary Community Forest Agreement K3K. (This forestry tenure will enable the community to harvest 150,000 m³ from the Bella Coola Valley, North Bentinck Arm and Burke Channel.)

(5.3) STRATEGY 3 – Support the overall viability of the Probationary Community Forest Agreement and expand the economic outcomes

ACCOMPLISHMENTS & ACTIVITIES

- Bella Coola Community Forest Ltd. raised sufficient capital through a share offering to initiate start-up
- Long-term Board of Directors elected at the inaugural meeting of the shareholders
- Contract General Manager retained
- Accountant's position advertised
- Commenced work on Business Plan and Forest Stewardship Plan
- Initiated promising negotiations with corporate financier



Nusatsum Valley, Hans Granander

(5.5) STRATEGY 5 – Complete the Bella Coola Watershed-Based Fish Sustainability Plan

ACCOMPLISHMENTS & ACTIVITIES

- Bella Coola Watershed Conservation Society (BCWCS) successfully completed Stage 3 of the Watershed-Based Fish Sustainability Plan and continued to work with associated agencies to implement it
- Transport Canada advised the Atnarko River Boating Restriction application was approved

OTHER ECONOMIC DEVELOPMENT INITIATIVES

(a) Coast Connect Development Society (CCDS) & Central Coast Communications Society (CCCS)

- No update available

(b) Northern Development Initiative Trust (NDI)

- CCRD actively participated on NDI's Northwest Regional Advisory Committee

(c) Coast Sustainability Trust (CST)

- CCRD remained actively involved on CST's Regional Steering Committee

(d) Bella Coola Valley Ridge Riders Horse Club (VRR)

- Williams Lake & District Credit Union generously provided funds for VRR's *Rodeo Grounds Improvement Project – Phase 2*
- Funding proposal submitted to the Northern Development Initiative Trust for VRR's *Rodeo Grounds Improvement Project – Phase 2*
- VRR successfully hosted the 28th Annual Bella Coola Valley Rodeo

(e) Bella Coola Airport Commission

- New furnace fuel tank installed
- Bella Coola Valley Airport Wildlife Plan completed
- Prepared for implementation of Transport Canada's Safety Management System

(f) Central Coast Land and Resource Management Plan (CCLRMP) – Plan Implementation and Monitoring Committee (PIMC), and Ecosystem-Based Management Working Group (EBMWG)

- Remaining Central Coast Conservancies established by BC Government legislation (Bill C-38)
- EBMWG continued work on Adaptive Management (AM) framework and initiated work on a number of AM projects
- Initiated discussions for a pilot AM project involving Bella Coola Community Forest
- CCRD's Chief Administrative Officer appointed to PIMC

(g) Bella Coola Valley Museum Society (BCVMS) / BC Central Coast Archives (BCCCA)

- The Display Enhancement and Archival Accessioning project neared completion
- The Historic Timeline Project remained under review while museum staff will continue, throughout the summer, to gauge visitors' interest

(h) Discovery Coast Music Festival (DCMF)

- DCMF successfully delivered their 10th Annual Music Festival, which attracted both local, national and international visitors



(i) Union of BC Municipalities (UBCM) - Community Tourism Program, Phase 2

- Funding secured from UBCM for the *Bella Coola Entrances Project* and the Central Coast Chamber of Commerce's *Enterprise and Tourism Centre* on Denny Island

(j) Union of BC Municipalities (UBCM) – Offshore Oil & Gas Working Group

- UBCM announced they are prepared to present their recommendations to the provincial government in the fall

(k) Ministry of Transportation (MoT) – Regional Transportation Advisory Committee (RTAC)

- No activity

(l) Central Coast Regional District – Agriculture Advisory Committee (AAC)

- Received funding from the BC Ministry of Agriculture and Lands to conduct research into invasive plants
- An *Invasive Species Workshop* was held in Bella Coola

(m) Bella Coola Harbour Authority (BCHA)

- Water filtration system installed
- Planning continued for a wastewater treatment plant and waterline upgrading

(n) Bella Coola Valley Search & Rescue (BCVSAR)

- BCVSAR volunteer members received Swift Water Rescue Operations Training sponsored by Provincial Emergency Program and BC Justice Institute
- Member recruitment drive planned for late summer

(o) Central Coast Marine Planning

- The Union of BC Municipalities announced they have scheduled a local government workshop

(p) Lobelco Community Club (LCC)

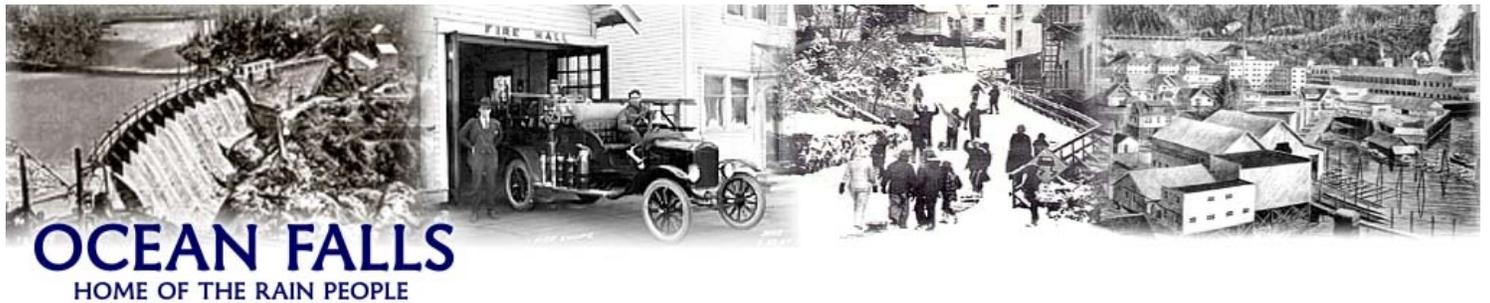
- LCC secured funding from the Union of BC Municipalities' Community Works Fund for roof repairs and insulation
- successfully completed their Bella Coola Fairgrounds Improvement Project

DENNY ISLAND – ECONOMIC DEVELOPMENT INITIATIVES

(a) Central Coast Chamber of Commerce (CCCC) – Denny Island

- CCCC successfully secured funding for their *Central Coast Enterprise and Visitor Centre (CCEVC)* from the Northern Development Initiative Trust, and the Union of BC Municipalities' *School Community Connections* and *Community Tourism Programs*

OCEAN FALLS – ECONOMIC DEVELOPMENT INITIATIVES



(a) Ocean Falls Economic Development Committee (OFEDC)

- Completed Boat Operators Course
- Office equipment and picnic tables purchased
- Rest area and town cleanup programs completed

